



NEW  
JOSH MANDEL

Revision #: 0 Date: 10/28/2012

Client: OH- US SEN- JOSH MANDEL- 2012 Estimate: 3125  
Media: TV Description: OH US SEN JOSH MANDEL OCT31-NOV 6 T  
Product: GENERAL Flight Start Date: 10/31/12 5:00:00 AM  
Market: Cincinnati Flight End Date: 11/6/12 12:00:00 PM

#68822

Separation between spots: 10

Revision Comments:

Line No	Daypart Program	Daypart Code	STN Gross	STN Net	Days Dur	Wed 10/31	Thu 11/1	Fri 11/2	Sat 11/3	Sun 11/4	Mon 11/5	Tue 11/6	Total Spots	
EKRC-TV														
50	MTuWThFSaSu 10:00p-10:35p	RT	<del>\$250.00</del>	\$212.50	30	1	1	1	1	1	1	0	6	
	LOCAL12 NWS@10<	P3	125			2	2	2	2	2	2			
Total Spots:						1	1	1	1	1	1	0	6	
Total Cost:			\$1,500.00	\$1,275.00										
Total														
NOV 12			\$1,500.00	\$1,275.00										6

Signature: \_\_\_\_\_

Disclaimer:

# Summary by Station/System

Date: 10/28/2012

Client: OH- US SEN- JOSH MANDEL- 2012 Estimate: 3125  
Media: TV Description: OH US SEN JOSH MANDEL OCT31-NOV 6 T  
Product: GENERAL Flight Start Date: 10/31/12 5:00:00 AM  
Market: Cincinnati Flight End Date: 11/6/12 12:00:00 PM

Separation between spots: 10

Station	Total Spots	STN Gross	PCT	STN Net	PCT
EKRC-TV	6	\$1,500.00	100%	\$1,275.00	100%
Market Total:	6	\$1,500.00		\$1,275.00	

## Dienger, Whitney

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**From:** Jacobs, Sarah  
**Sent:** Monday, October 29, 2012 8:29 AM  
**To:** Dienger, Whitney  
**Subject:** FW: EKRC Mandel Changes

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**From:** Whitney Eversole [mailto:WEversole@strategicmediaplacement.com]  
**Sent:** Monday, October 29, 2012 8:28 AM  
**To:** Jacobs, Sarah  
**Subject:** RE: EKRC Mandel Changes

Good, thanks

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**From:** Jacobs, Sarah [mailto:SJacobs@local12.com]  
**Sent:** Monday, October 29, 2012 8:21 AM  
**To:** Whitney Eversole  
**Cc:** Dienger, Whitney  
**Subject:** EKRC Mandel Changes  
**Importance:** High

The rate needed for 10p News is \$125 P3.  
You bought at \$250.  
I have doubled all frequency, so you now have 2x per day.

Please confirm.  
Thanks  
SAJ

**Sarah Jacobs**  
Local Sales Manager  
WKRC CBS 12/Local 12.2 The CW Cincinnati  
513/763-5672

10/29/2012

# ORDER



**Orders**  
**Order / Rev:** 68822  
**Alt Order #:**  
**Product Desc:**  
**Estimate:** 3125  
**Flight Dates:** 10/31/12 - 11/05/12  
**Original Date / Rev:** 10/29/12 / 10/29/12  
**Order Type:** GENERAL

**CW Cincinnati**  
 LSM LSM  
 CVG  
 Local

**Primary AE:**  
**Sales Office:**  
**Sales Region:**

**Agency**  
**Name:**  
**Buying Contact:**  
**Billing Contact:**

**Strategic Media Placement**  
 Billing Type: Cash  
 Billing Calendar: Broadcast  
 Billing Cycle: EOM/EOC  
 Agency Commission: 15%

**Advertiser**  
**Name:** Josh Mandel fo OHio US Senate  
**Demographic:** HH  
**Product Codes:** US Senate  
**Priority:** P-3  
**Revenue Codes:** AGY, POL-CAND, GEN

**New Business Thru:**  
**Order Separation:** 00:10:00  
**Advertiser External ID:**  
**Agency External ID:**

**Bill Plan**

Start Date	End Date	# Spots	Gross Amount	Net Amount
10/29/12	11/05/12	12	\$1,500.00	\$1,275.00

**Totals**

Month	# Spots	Gross Amount	Net Amount	Rating
November 2012	12	\$1,500.00	\$1,275.00	0.00
<b>Totals</b>	<b>12</b>	<b>\$1,500.00</b>	<b>\$1,275.00</b>	<b>0.00</b>

**Account Executives**

Account Executive	Sales Office	Sales Region	Start Date / End Date	Order %
LSM LSM			Start Of Order - End Of Order	100%

Order Share	Share	Total
CW Cincinnati	1%	\$1,500.00
Market	100%	\$150,000.00

Competitive Share	Share	Total
UNKWN	59%	\$88,500.00
WCPO	0%	\$0.00
WKRC	40%	\$60,000.00
WLWT	0%	\$0.00
WSTR	0%	\$0.00
WXIX	0%	\$0.00

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount																					
N 1	EKRC	10/31/12	11/05/12	M-Su 10p Local 12 News	✓	10p-1035p	2-22222	:30	12	\$125.00	P-3	0.00	NM	12	\$1,500.00																					
<table><tr><th></th><th>Start Date</th><th>End Date</th><th>Weekdays</th><th>Spots/Week</th><th>Rate</th><th>Rating</th></tr><tr><td>Week: 10/29/12</td><td>11/04/12</td><td>--22222</td><td>10</td><td>\$125.00</td><td>0.00</td><td></td></tr><tr><td>Week: 11/05/12</td><td>11/11/12</td><td>2-----</td><td>2</td><td>\$125.00</td><td>0.00</td><td></td></tr></table>																	Start Date	End Date	Weekdays	Spots/Week	Rate	Rating	Week: 10/29/12	11/04/12	--22222	10	\$125.00	0.00		Week: 11/05/12	11/11/12	2-----	2	\$125.00	0.00	
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Totals														12	\$1,500.00																					